



Case Study:

Optimizing Advertising Campaign for WaiverKing

How strategic targeting and data analysis improved campaign results

wai✓erking

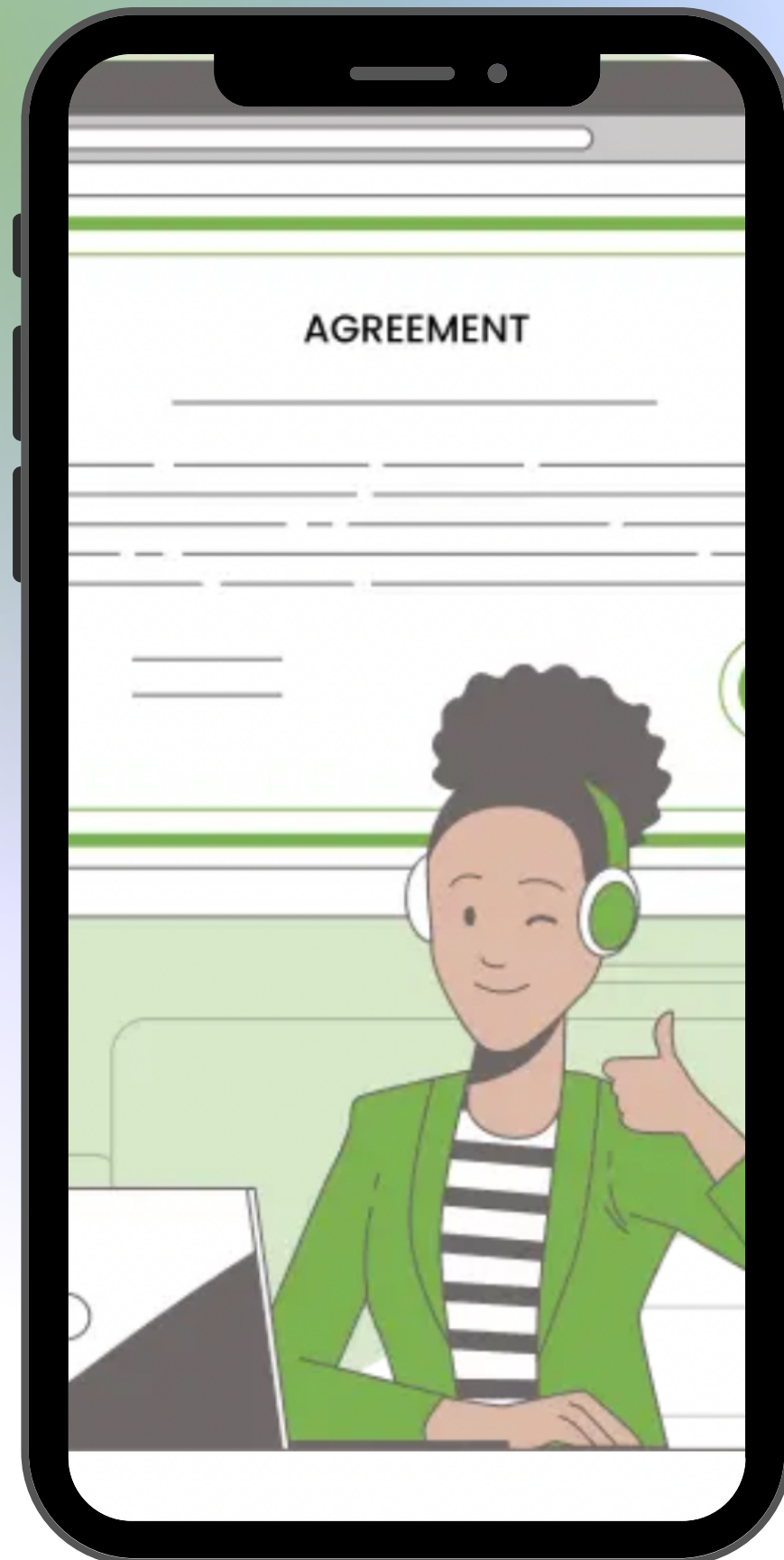
Introduction:

WaiverKing sought to increase conversions by launching a targeted advertising campaign using a pre-compiled list of companies.

Objective:

To create a highly relevant audience that aligns with the client's goals and leads to increased conversions.





Challenge

Initial Issue: The provided list included companies from three different regions, making it difficult to focus on a specific audience.

Goal: Reduce the broad audience size from 4.4 million people to a more relevant and effective target group.

Solution: Targeting & Refinement

Interview with Client: Identified the key goals and refined the targeting approach.

List Revision: Filtered the list based on geographic region and platform specifications.

Outcome: Created a highly relevant audience of 31,000+ individuals using advanced targeting tools.

Execution

Campaign Setup: Leveraged platform tools to fine-tune the campaign, ensuring the audience size matched the client's objectives.

Launch Day: The advertising campaign went live with a well-defined audience.

Results

Day 1 Conversions: Achieved 2 conversions on the first day, demonstrating early success.

Optimized Audience: The reduced, focused audience proved more effective for the campaign's goals.

Key Takeaways

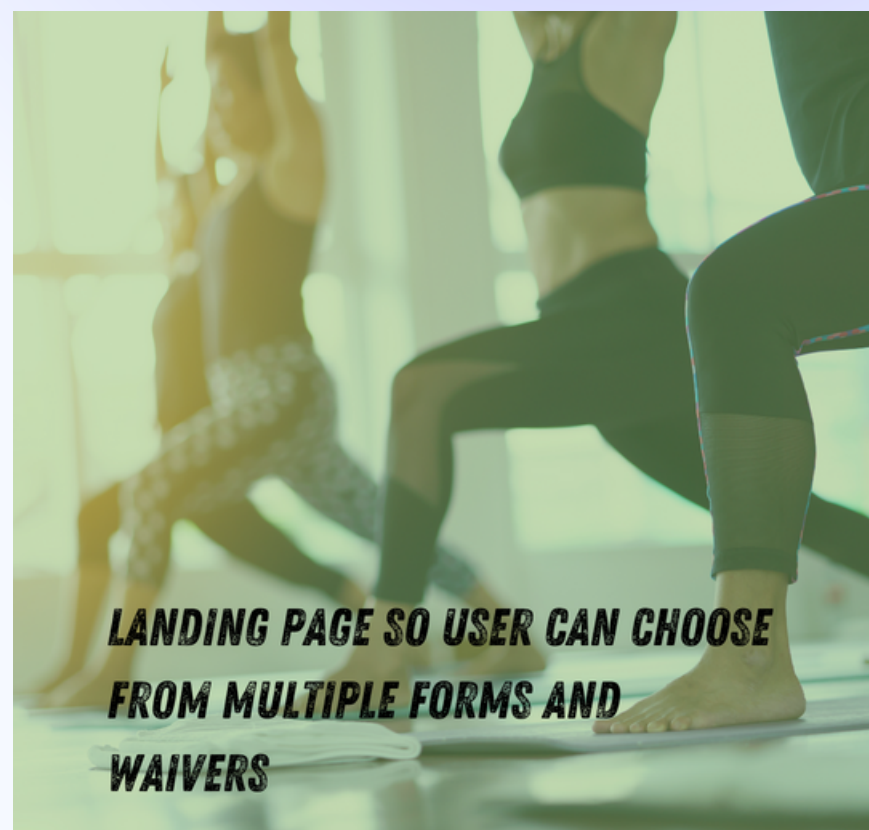
- ✓ ***Precision Targeting:*** A predefined list is not enough—precise targeting significantly impacts campaign success.
- ✓ ***Goal Alignment:*** Clear, correctly defined goals lead to more efficient use of time and budget.
- ✓ ***Data Utilization:*** Careful analysis and optimization of available data produce quicker and better results.

Before

[illegible]

After

[illegible]



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Conclusion

WaiverKing's case demonstrates the importance of refining data and targeting for effective advertising. Small adjustments led to significant improvements in performance.

Ready to optimize your campaigns? Contact us for tailored solutions.

Thank You



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